ORDER

Orders Order / Rev: 706632 06278645 Alt Order #: OBAMA FOR AMERICA Product Desc: WKYC Estimate: 1537 10/02/12 - 10/08/12 Flight Dates: Primary AE: Joe Knauer 09/20/12 / 09/20/12 Sales Office: T-WAS Original Date / Rev: Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential, Political, PL-Federal Order Separation: 00:15:00 Priority: P-5 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Bill Plan Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month
10/01/12	10/07/12	194	\$106,825.00	\$90,801.25	October 2012
10/08/12	10/14/12	36	\$19.200.00	\$16.320.00	Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	230	\$126,025.00	\$107,121.25	0.00
Totals	230	\$126.025.00	\$107.121.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

1	Ch.	Ctowt	ات ما	lavantan Cada	Desale	Otomt/Enail T	ima Dava	lan Co	_4_	Data Dei	Dta Tura	C= -4-	A
Ln	_	Start	End	Inventory Code		Start/End T	,	Len Sp	บเร	Rate Pri	 	Spots	Amount
1	WKYC	10/02/1	2 10/05/12	Days of Our Lives	CM	1p-2p	- TWTF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
				Days of Our Lives	;								
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10/	01/12	10/07/12	- TWTF	8	\$200.00	0.00						
2	WKYC	10/02/1	2 10/05/12	M-F 10-11a	CM	10a-11a	- TWTF	:30	4	\$100.00 P-5	0.00 NM	4	\$400.00
				M-F 10-11a						•			,
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10/		10/07/12	- TWTF	4	\$100.00	0.00						
	WKYC		2 10/05/12	Tonight Show	CM	1135p-1237a		:30	7	\$450.00 P-5	0.00 NM	7	\$3,150.00
3	WICIC	10/02/1	2 10/03/12	Tonight Show	Civi	1133p-12376	- 1 WII	.50	'	ψ 4 30.001 -3	0.00 14101	,	ψ3,130.00
	01-	D 1	E. J.D.	· ·	0	D-1-	Detien						
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Veek: 10/		10/07/12	- TWTF	7	\$450.00	0.00						
4	WKYC	10/02/1	2 10/05/12	M-F 10-11a	CM	10a-11a	- TWTF	:30	8	\$100.00 P-5	0.00 NM	8	\$800.00
				M-F 10-11a									
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10/	01/12	10/07/12	- TWTF	8	\$100.00	0.00						
5	WKYC	10/02/1	2 10/05/12	Late Night	CM	1237a-136a	- TWTF	:30	4	\$150.00 P-5	0.00 NM	4	\$600.00
				Late Night w/Jimn	ny Fallon								
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10/	01/12	10/07/12	- TWTF	4	\$150.00	0.00						
6	WKYC	10/02/1	2 10/05/12	M-F 11a-1230p	CM	11a-1230p	- TWTF	:30	7	\$200.00 P-3	0.00 NM	7	\$1,400.00
Ū				11a-1230p	J	200р		.50	•	+ ====================================		·	Ţ.,. 00.00
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
\/	<u>اعاد</u> /Veek: 10		10/07/12	- TWTF	7	\$200.00	0.00						
	VCCN. 1U/	01/12	10/07/12	1 1111		φ200.00	0.00						

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Order / Rev: 706632

Alt Order #: 06278645 Product Desc: OBAMA FOR AMERICA WKYC

Advertiser:

Obama/D/President

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
7 WKYC	10/02/1	2 10/05/12	Last Call Last Call w/Carso	CM on Daly	135a-205a	- TWГF	:30	4	\$50.00 P-5	0.00 NM	4	\$200.00
Sta Week: 10/	rt Date	End Date 10/07/12	Weekdays - TWTF	Spots/Week	Rate \$50.00	Rating 0.00						
		2 10/05/12	M-F 2-3p	CM	2-3p	- TWTF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
	rt Date	End Date	Rachel Ray Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12 2 10/05/12	- TWTF M-F 3-4p	CM	\$200.00 3p-4p	0.00 - TWF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
			The Doctors				.00	Ū	Ψ200.001 0	0.00 14101		Ψ1,000.00
Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week 8	<u>Rate</u> \$200.00	Rating 0.00						
10 WKYC	10/02/1	2 10/05/12	M-F 4-5p Ellen Degeneres	СМ	4p-5p	- TWTF	:30	8	\$300.00 P-5	0.00 NM	8	\$2,400.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12 2 10/05/12	- TWTF	8 CM	\$300.00	0.00 - TWTF	.20		\$50.00 P-5	0.00 NM	,	ድጋርር ርር
			M-F 430a-5a 430a News	CM	430a-5a		:30	4	\$50.00 P-5	U.UU INIVI	4	\$200.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - TWFF	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00						
		2 10/05/12		CM	5a-6a	- TWTF	:30	8	\$50.00 P-5	0.00 NM	8	\$400.00
			Channel 3 News	@ 5AM					·			
<u>Sta</u> Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week 8	<u>Rate</u> \$50.00	Rating 0.00						
13 WKYC	10/02/1	2 10/05/12	M-F 5-6p Dr. Phil	СМ	5p-6p	- TWTF	:30	8	\$500.00 P-5	0.00 NM	8	\$4,000.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week 8	Rate \$500.00	Rating 0.00						
		2 10/05/12	M-F 6-630p Channel 3 News	CM	6p-630p	- TWГF	:30	7	\$750.00 P-5	0.00 NM	7	\$5,250.00
<u>Sta</u> Week: 10/	rt Date	End Date 10/07/12	Weekdays - TWTF	Spots/Week	<u>Rate</u> \$750.00	Rating 0.00						
		2 10/07/12		CM	6a-7a	- TWTF	:30	10	\$400.00 P-5	0.00 NM	10	\$4,000.00
			Channel 3 News	Today @ 6AM					,			, ,
<u>Sta</u> Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week 10	<u>Rate</u> \$400.00	Rating 0.00						
16 WKYC	10/02/1	2 10/05/12	Nightly News Nightly News	СМ	M-Su 6:28p-	7p - TWTF	:30	7	\$1,500.00 P-5	0.00 NM	7	\$10,500.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week 7	Rate \$1,500.00	Rating 0.00						
17 WKYC	10/02/1	2 10/05/12	M-F 7-730p	CM	7-730p	- TWГF	:30	7	\$750.00 P-5	0.00 NM	7	\$5,250.00
Sta	rt Date	End Date	Channel 3 News Weekdays	at 7P Spots/Week	Rate	Rating						
Week: 10/		10/07/12	- TWF	7	\$750.00	0.00						
18 WKYC	10/02/1	2 10/05/12	M-F 7-9a Today Today Show	СМ	7a-9a	- TWTF	:30	20	\$400.00 P-5	0.00 NM	20	\$8,000.00
Sta Week: 10/	rt Date	End Date 10/07/12	Weekdays - TWTF	Spots/Week 20	Rate \$400.00	Rating 0.00						
		2 10/05/12	M-F 730-8p	CM	730-8p	- TWTF	:30	4	\$750.00 P-5	0.00 NM	4	\$3,000.00
			Entertainment To						,			, . ,
<u>Sta</u> Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week 4	<u>Rate</u> \$750.00	Rating 0.00						
20 WKYC	10/02/1	2 10/05/12	M-F 9-10a Today Today Show II	II CM	9a-10a	- TWTF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
<u>Sta</u> Week: 10/	rt Date 01/12	End Date 10/07/12	Weekdays - TWTF	Spots/Week 8	Rate \$200.00	Rating 0.00						
		2 10/05/12		СМ	10-11p	F	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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Order / Rev: 706632 Advertiser: Obama/D/President

Alt Order #: 06278645 Product Desc: OBAMA FOR AMERICA WKYC

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Da	ıys	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
21 WKYC	10/05/1	2 10/05/12	Fri Prime C	CM	10-11p		- F	:30		\$1,500.00 P-5	0.00 NM	. 1	\$1,500.00
			Fri Prime C										
Sta Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$1,500.00	Rating 0.00							
		2 10/05/12		CM	9-10p		. F	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
	. 0, 00, .	0, 00,	Fri Prime B		0 .00		-	.00	•	ψ.,σσσ.σσ. σ	0.00		ψ.,σσσ.σσ
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/07/12	F	1	\$1,500.00	0.00		.20		\$2,200,00 B.F.	0.00 NIM	4	#0.000.00
		2 10/08/12	Mon Prime C Mon Prime C	CM	10-11p	М		:30	1	\$2,200.00 P-5	0.00 NM	1	\$2,200.00
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$2,200.00	Rating 0.00							
		2 10/08/12	Mon Prime Other	CM	Various	M		:30	1	\$5,000.00 P-5	0.00 NM	1	\$5,000.00
			Monday Prime O	ther	(8:00 PM-10:	00 PM)							
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$5,000.00	Rating 0.00							
			EN (Sa-Su)	CM	6P-7P Sa/Su		SS	:30	4	\$500.00 P-5	0.00 NM	4	\$2,000.00
20 111110	10/00/1	2 10/01/12	Early News (Sa-S	_	(6:00 PM-6:3		55	.00	•	φοσο.σστ σ	0.00 14141	•	Ψ2,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/07/12	SS	4	\$500.00	0.00	-					_	
26 WKYC	10/06/1	2 10/06/12	Sat 1030a-11a Sat 1030-11a	СМ	Sat 1030-11a	a	S-	:30	1	\$100.00 P-5	0.00 NM	1	\$100.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
27 WKYC		10/07/12	630A-7A	CM	\$100.00 630a-7a	0.00	S-	:30	1	\$200.00 P-5	0.00 NM	1	\$200.00
27 VICTO	10/00/1	2 10/00/12	Chris Matthews S		000474		b	.50	•	Ψ200.001 3	0.00 14101	'	Ψ200.00
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/07/12	S-	1	\$200.00	0.00							
28 WKYC	10/06/1	2 10/06/12	Sat 7-8p Sat 7-8p	СМ	7-8p		S-	:30	2	\$400.00 P-5	0.00 NM	2	\$800.00
Sta Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week 2	Rate \$400.00	Rating 0.00							
		2 10/06/12		CM	7a-9a		S-	:30	2	\$350.00 P-5	0.00 NM	2	\$700.00
			NBC Today Show	v (Sa)						·			
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 10/		10/07/12	S-	2	\$350.00	0.00	C	:30		\$000.00 B.E	0.00 NIM	4	\$000.00
30 WKIC	10/06/1	2 10/06/12	Sat Prime A 8-9p	СМ	8-9p (8:00 PM-9:0		3-	.30	1	\$900.00 P-5	0.00 NM	'	\$900.00
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 10/		10/07/12	S-	1	\$900.00	0.00							
31 WKYC	10/06/1	2 10/06/12	Sat 9-1030a Channel 3 News	CM Com Sat	9a-1030a		S-	:30	3	\$350.00 P-5	0.00 NM	3	\$1,050.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/07/12	S-	3	\$350.00	0.00							
32 WKYC	10/06/1	2 10/06/12	Sat Prime B	CM	9-10p		S-	:30	1	\$900.00 P-5	0.00 NM	1	\$900.00
2:		E 15 /	Sat Prime B	0	(9:00 PM-10:								
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00							
			Meet the Press	CM	1030a-1130a		S	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
			Meet the Press										
<u>Sta</u> Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$1,500.00	Rating 0.00							
34 WKYC	10/07/1	2 10/07/12	Browns Pre-Gam Browns Pre-Gam		1130a-12p		S	:30	1	\$950.00 P-5	0.00 NM	1	\$950.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/	01/12	10/07/12	S	1	\$950.00	0.00							
35 WKYC	10/07/1	2 10/07/12	Su 12-1230p Channel 3 News	CM at Noon Su	12-1230p /Su	J	S	:30	1	\$100.00 P-5	0.00 NM	1	\$100.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
<u> </u>											•	•	

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Order / Rev: 706632 Advertiser: Obama/D/President

Alt Order #: 06278645 Product Desc: OBAMA FOR AMERICA WKYC

35 WKYC 1007/12 1007/12 30 Weekdays \$005/Week \$100.00 \$1	Ln Ch	Start	End	Inventory Code	Break	Start/End T		s L	en Spot	s Rate Pr	i Rtg Type	Spots	Amount
Sint Date End Date Weekdays SopieWeek Rate Rating Weekdays SopieWeek Rate Rating SopieWeek Rate Rating SopieWeek	35 WKYC	10/07/1	2 10/07/12			12-1230p /S	u	- S	:30	1 \$100.00 P-	5 0.00 NM	1	\$100.00
36 WKYC 1007/12 1007/1				Weekdays									
Start Date Find Date Weekdays SpotsWeek Rate Rating Weekdays SpotsWeek Rate Rating Start Date Find Date Start Da					CM			- S	:30	1 \$125.00 P-	5 0.00 NM	1	\$125.00
Section Control Cont	•						5			·			·
NRL Pre-Game C7:00 PM-8:00 PM NRL Pre-Game C7:00 PM-8:00 PM NRL Pre-Game NRL Pre-G				<u>Weekdays</u> S	Spots/Week 1								
Start Date End Date Week-Wash Start Date Start Dat	37 WKYC	10/07/1	2 10/07/12		ow CM			- S	:30	1 \$1,000.00 P-	5 0.00 NM	1	\$1,000.00
38 WKYC 10/07/12 10/07/12 NFL Pregame Show CM NFL Pre-Game C7/09 PM-3-00 PM) NFL Pre-Game C7/09 PM-3-00 PM NF	Star	rt Date	End Date	Weekdays	Spots/Week	•	,						
NFL Pre-Game Color NFL Pre-Game Color NFL Pre-Game Color NFL Pre-Game NFL Pre-Ga								C	.00	0	- 0.00 NIM		# 0.000.00
Week: 1001/12 1007/12	38 WKYC	10/07/1	2 10/07/12		ow Civi			- 5	:30	2 \$1,000.00P-	O.UU INIVI		\$2,000.00
39 WKYC 10/07/12 10/07/12 NFL Regular Season FoGM NFL Football (8/00 PM-11:00 PM) NFL Football Start Date End Date Weekdays Spots/Week Rate Week 10/01/12 10/07/12 SUN TDY CM 8a-9a													
Start Date End Date Week 1007112 10071				NFL Regular Seas		NFL Footbal	l	- S	:30	2 \$6,500.00 P-	5 0.00 NM	2	\$13,000.00
Week 10/01/12 10/07/12 10/07/12 10/07/12 SUN TDY Septs/Week Rate Rating Spots/Week Spot	Star	rt Date	End Date		Snots/Week	` _	,						
NBC Today Show (Su) NBC Today Show (NBC Today Show (Su) NBC Today Show (NBC Toda	Week: 10/0	01/12	10/07/12	S			0.00					İ	
Start Date End Date Weekdays Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spo	40 WKYC	10/07/1	2 10/07/12			8a-9a		- S	:30	2 \$350.00 P-	5 0.00 NM	2	\$700.00
A				-	Spots/Week								
Channel 3 News Sun 9a Weekdays Spots/Week Rate Rating Week 10/01/12 10/04/				Sun 9-1030a		-		- S	:30	3 \$350.00 P-	5 0.00 NM	3	\$1.050.00
Week: 10/01/12 10/07/12 10/				Channel 3 News	Sun 9a					,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			, ,
Thu Prime C Weekdays Spots/Week Rate Rating \$2,800.00 0.00												i	
New Start Date End Date New	42 WKYC	10/04/1	2 10/04/12		СМ	10-11p	T-	= =	:30	1 \$2,800.00 P-	5 0.00 NM	1	\$2,800.00
A3 WKYC 10/04/12 10/04/12 Thu Prime A	Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					i	
Thu Prime A Start Date End Date Weekdays Spots/Week Rate News (10/01/12 10/07/12									-30	1 ¢1 900 00 D	5 0 00 NM	1	\$1 800 00
Week: 10/01/12 10/07/12 10/	45 WKTC	10/04/1	2 10/04/12		Civi	0-9p	1		.50	1 \$1,000.00 F-	O.OO INIVI	'	\$1,000.00
Ad WKYC 10/02/12 10/07/12 LN (M-Su) Late News (M-Su) Late News (M-Su) Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/02/12 10/02/12 Tue Prime A Tue Prime A Tue Prime A Start Date End Date Weekdays Spots/Week Rate Rating Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Unio/7/12 W Sound Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Unio/7/12 W Sound Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Start Date Start Date End Date Start Date Start Date Start Date End Date Start Date Start Date End Date Start													
Start Date End Date Weekdays Tue Prime A Tue Pri				, ,	СМ			SS	:30	8 \$950.00 P-	5 0.00 NM	8	\$7,600.00
Week: 10/01/12 10/07/12 -TWFFSS 8 \$950.00 0.00 45 WKYC 10/02/12 10/02/12 10/02/12 Tue Prime A T	Star	rt Date	End Date	,	•	Rate	Rating						
Tue Prime A Week: 10/01/12 End Date Weekdays Spots/Week Rate Rating 0.00	Week: 10/0	01/12	10/07/12	- TWTFSS	8	\$950.00	0.00						
Week: 10/01/12 10/07/12 -T 1 \$2,800.00 0.00 46 WKYC 10/03/12 10/03/12 Veed Prime C Week Prime C Week Prime C CM 10-11p W :30 1 \$2,000.00 P-5 0.00 NM 1 \$2,000.00 Start Date Week: 10/01/12 10/07/12W End Date Weekdays Spots/Week Rate (8:00 PM-9:00 PM) Rating (8:00 PM-9:00 PM) W :30 1 \$1,800.00 P-5 0.00 NM 1 \$2,000.00 P-5 0.00 NM 1 \$2,000.00 P-5 0.00 NM 1 \$2,000.00 P-5 0.00 NM 2 \$2,000.00 P-5 0.00 NM 2 \$400.00 P-5	45 WKYC	10/02/1	2 10/02/12		СМ	8-9p	- T	= =	:30	1 \$2,800.00 P-	5 0.00 NM	1	\$2,800.00
A6 WKYC 10/03/12 10/03/12 Wed Prime C CM 10-11p W :30 1 \$2,000.00 P-5 0.00 NM 1 \$2,000.00													
Start Date End Date Weekdays Spots/Week Rate Rating 0.00									:30	1 \$2,000.00 P-	5 0.00 NM	1	\$2,000.00
Week: 10/01/12 10/07/12 W 1 \$2,000.00 0.00 47 WKYC 10/03/12 10/03/12 10/03/12 Wed Prime A Wed Prime A Wed Prime A Week: 10/01/12 10/07/12 10/	Star	rt Date	End Date		Snots/Meek	Rate	Rating						
Week Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Spots/Week Start Date Start Date Start Date End Date Weekdays Spots/Week Rate Rating Spots/Week Start Date Start Date Start Date Spots/Week Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Spots/							0.00					İ	
Start Date Week: 10/01/12 End Date 10/07/12 WeekdaysW Spots/Week	47 WKYC	10/03/1	2 10/03/12		СМ	•		= =	:30	1 \$1,800.00 P-	5 0.00 NM	1	\$1,800.00
48 WKYC 10/03/12 10/03/12 Wed Prime B CM 9-10pW :30 1 \$2,000.00 P-5 0.00 NM 1 \$2,000.00 P-5						Rate	Rating						
Wed Prime B (9:00 PM-10:00 PM) Start Date Week: 10/01/12 End Date 10/07/12 Weekdays 2-W Spots/Week Nate 2000.00 Rate 2000.00 Rating 2000.00 49 WKYC 10/08/12 10/08/12 Days of Our Lives CM 1p-2p M :30 2 \$200.00 P-5 0.00 NM 2 \$400.00									:30	1 \$2,000.00 P-	5 0.00 NM	1	\$2,000.00
Week: 10/01/12 10/07/12 W 1 \$2,000.00 0.00 49 WKYC 10/08/12 10/08/12 Days of Our Lives CM 1p-2p M :30 2 \$200.00 P-5 0.00 NM 2 \$400.00				Wed Prime B		(9:00 PM-10:	:00 PM)			. ,			, ,
49 WKYC 10/08/12 10/08/12 Days of Our Lives CM 1p-2p M :30 2 \$200.00 P-5 0.00 NM 2 \$400.00												1	
LIAVA DI A DI LIVES	49 WKYC	10/08/1	2 10/08/12	•			M	= =	:30	2 \$200.00 P-	5 0.00 NM	2	\$400.00
Start Date End Date Weekdays Spots/Week Rate Rating	Star	rt Date	End Date	-		Rate	Rating					İ	

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Order / Rev: 706632 Advertiser:

Alt Order #: 06278645 Product Desc: OBAMA FOR AMERICA WKYC

Obama/D/President

Ln Ch Start End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
49 WKYC 10/08/12 10/08/1	2 Days of Our Lives Days of Our Lives		1p-2p	M	:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>End Date</u>	M	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00						
50 WKYC 10/08/12 10/08/1	2 M-F 10-11a M-F 10-11a	СМ	10a-11a	M	:30	1	\$100.00 P-5	0.00 NM	1	\$100.00
Start Date End Date Week: 10/08/12 10/14/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
51 WKYC 10/08/12 10/08/1	2 Tonight Show Tonight Show	СМ	1135p-1237a	a M	:30	1	\$450.00 P-5	0.00 NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>End Date</u>	Weekdays M	Spots/Week 1	Rate \$450.00	Rating 0.00						
52 WKYC 10/08/12 10/08/1	2 M-F 10-11a M-F 10-11a	СМ	10a-11a	M	:30	2	\$100.00 P-5	0.00 NM	2	\$200.00
Start Date End Date Week: 10/08/12 10/14/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$100.00	Rating 0.00						
53 WKYC 10/08/12 10/08/1	2 Late Night Late Night w/Jimr	CM my Fallon	1237a-136a	М	:30	1	\$150.00 P-5	0.00 NM	1	\$150.00
Start Date End Date Week: 10/08/12 10/14/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
54 WKYC 10/08/12 10/08/1	2 M-F 11a-1230p 11a-1230p	СМ	11a-1230p	М	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays M	Spots/Week 1	Rate \$200.00	Rating 0.00						
55 WKYC 10/08/12 10/08/1	2 Last Call Last Call w/Carso	CM on Daly	135a-205a (1:35 AM-2:0	M 5 AM)	:30	1	\$50.00 P-5	0.00 NM	1	\$50.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>10/14/12</u>	Weekdays M	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
56 WKYC 10/08/12 10/08/1	2 M-F 2-3p Rachel Ray	СМ	2-3p	М	:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>10/14/12</u>	Weekdays M	Spots/Week 2	Rate \$200.00	Rating 0.00						
57 WKYC 10/08/12 10/08/1	2 M-F 3-4p The Doctors	СМ	3p-4p	М	:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>End Date</u>	Weekdays M	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00						
58 WKYC 10/08/12 10/08/1	2 M-F 4-5p Ellen Degeneres	СМ	4p-5p	М	:30	2	\$300.00 P-5	0.00 NM	2	\$600.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>10/14/12</u>	Weekdays M	Spots/Week 2	Rate \$300.00	Rating 0.00						
59 WKYC 10/08/12 10/08/1	2 M-F 430a-5a 430a News	СМ	430a-5a	М	:30	1	\$50.00 P-5	0.00 NM	1	\$50.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>10/14/12</u>	Weekdays M	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
60 WKYC 10/08/12 10/08/1	2 M-F 5-6a Channel 3 News	CM @ 5AM	5a-6a	М	:30	2	\$50.00 P-5	0.00 NM	2	\$100.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>10/14/12</u>	Weekdays M	Spots/Week 2	<u>Rate</u> \$50.00	Rating 0.00						
61 WKYC 10/08/12 10/08/1	2 M-F 5-6p Dr. Phil	СМ	5р-6р	М	:30	2	\$500.00 P-5	0.00 NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00						
62 WKYC 10/08/12 10/08/1	2 M-F 6-630p Channel 3 News	CM at 6p	6p-630p	М	:30	1	\$750.00 P-5	0.00 NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays M	Spots/Week 1	Rate \$750.00	Rating 0.00						
63 WKYC 10/08/12 10/08/1	2 M-F 6-7a Channel 3 News	CM Today @ 6AM	6a-7a 1	M	:30	2	\$400.00 P-5	0.00 NM	2	\$800.00
Start Date End Date		Spots/Week	Rate	Rating						

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WKYC

Order / Rev: 706632

Advertiser: Obama/D/President

Product Desc:

Alt Order #: 06278645 OBAMA FOR AMERICA

Flight Dates: 10/02/12 - 10/08/12 1537

Estimate:

Ln Ch Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
63 WKYC 10/08/12	10/08/12	M-F 6-7a	СМ	6a-7a	М	:30	2	\$400.00 P-5	0.00 NM	2	\$800.00
		Channel 3 News	Today @ 6AM	1							
	nd Date	Weekdays	Spots/Week	Rate	Rating						
	0/14/12	M	2	\$400.00	0.00						
64 WKYC 10/08/12	10/08/12	Nightly News	CM	M-Su 6:28p-	·7p M	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
		Nightly News									
Start Date E	nd Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10/08/12 1	0/14/12	M	1	\$1,500.00	0.00						
65 WKYC 10/08/12	10/08/12	M-F 7-730p	CM	7-730p	M	:30	1	\$750.00 P-5	0.00 NM	1	\$750.00
		Channel 3 News	at 7P								
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 1	0/14/12	M	1	\$750.00	0.00						
66 WKYC 10/08/12	10/08/12	M-F 7-9a Today	CM	7a-9a	M	:30	5	\$400.00 P-5	0.00 NM	5	\$2,000.00
		Today Show									
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 1	0/14/12	M	5	\$400.00	0.00						
67 WKYC 10/08/12	10/08/12	M-F 730-8p	CM	730-8p	M	:30	1	\$750.00 P-5	0.00 NM	1	\$750.00
		Entertainment To	night								
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 1	0/14/12	M	1	\$750.00	0.00						
68 WKYC 10/08/12	10/08/12	M-F 9-10a Today	II CM	9a-10a	M	:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
		Today Show II		(9:00 AM-10	:00 AM)						
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 1	0/14/12	M	2	\$200.00	0.00						
69 WKYC 10/08/12	10/08/12	LN (M-Su)	CM	11P-1135P	M	:30	1	\$950.00 P-5	0.00 NM	1	\$950.00
		Late News (M-Su)								
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
	0/14/12	M	1	\$950.00	0.00						

230 \$126,025.00 Totals